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Erika Mantz

University of New Hampshire

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L.L. Bean Leader Will Address 2018 UNH Graduates

Monday, April 2, 2018

(HTTPS://WWW.UNH.EDU/UNHTODAY/NEWS/2018/04/02/ll-bean-leader-will-address-2018-unh-graduates)

DURHAM, N.H. – Shawn Gorman ‘89, the second chairman in L.L. Bean’s century-plus history, will deliver the University of New Hampshire commencement address Saturday, May 19, 2018.

“We’re pleased to welcome another distinguished alumnus back to campus to serve as this year’s commencement speaker,” said UNH President Mark Huddleston. “Shawn’s career path with L.L. Bean and his eventual leadership of one of the world’s most recognizable brands is not only impressive, but inspiring. He took his own advice -- always be open to new opportunities and work at a job you love – and I’m confident that message will resonate with our students.”

Gorman’s L.L. Bean career began in 1991 when he joined the company’s marketing department as an



SHAWN GORMAN ‘89, THE SECOND CHAIRMAN IN L.L. BEAN’S CENTURY-PLUS HISTORY, WILL DELIVER THE UNIVERSITY OF NEW HAMPSHIRE COMMENCEMENT ADDRESS SATURDAY, MAY 19, 2018.

analyst. After serving a number of leadership positions in marketing, international, e-commerce, partnership marketing and creative, the great grandson of company founder L.L. Bean took over as executive chairman of the board in 2013. His accomplishments include introducing the company to online and email marketing, integrating L.L. Bean’s brand strategies across channels and leading its cobranded credit card company, one of the most successful in the country.

Gorman is also active in the community and serves on the board of the Gulf of Maine Research Institute and the UNH Foundation’s board of directors. He graduated from UNH with a degree in English.

“I was honored to be asked to deliver this year’s commencement address, and I’m really looking forward to celebrating with this year’s graduating class of 2018,” said Gorman. “College graduation is a significant milestone in a person’s life, and I’m thrilled to share the excitement of that moment with my alma mater.”

The University of New Hampshire is a flagship research university that inspires innovation and transforms lives in our state, nation and world. More than 16,000 students from all 50 states and 71 countries engage with an award-winning faculty in top ranked programs in business, engineering, law, health and human services, liberal arts and the sciences across more than 200 programs of study. UNH’s research portfolio includes partnerships with NASA, NOAA, NSF and NIH, receiving more than \$100 million in competitive external funding every year to further explore and define the frontiers of land, sea and space.

PHOTO FOR DOWNLOAD:

Erika Mantz (/unhtoday/contributor/erika-mantz) | Communications and Public Affairs | erika.mantz@unh.edu (mailto:erika.mantz@unh.edu)

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May 19, 2021

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